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Handloom products

* 72 *Q.*—Sri V. V. RAMASWAMI : Will the Hon. the Minister for Industries be pleased to state—

(*a*) whether the Government are aware of any proposal of the Government of India to set up a department at Madras to look after the export of handloom products;

(*b*) if so, whether any suggestions have been given by this Government in this regard; and

(*c*) the stage at which the matter now stands?

The Hon. Sri R. VENKATARAMAN : (*a*) Yes, Sir.

(*b*) & (*c*) The Government of India were requested to locate the headquarters of the Handloom Exports Corporation at Madras. They have agreed to this suggestion. The organization for export of handlooms will function at Madras as a department under the State Trading Corporation (Private), Limited.

Sri V. V. RAMASWAMI : இந்தப் பிரிவின் தலைமை அதிகாரியாக நியமிக்கப்பட்டிருப்பவர் மத்திய அரசாங்கத்தைச் சேர்ந்தவரா அல்லது நமது அரசாங்கத்தைச் சேர்ந்தவரா ?

The Hon. Sri R. VENKATARAMAN : ஸ்ரீ சபாநாயகம் என்பவர் நியமிக்கப்பட்டிருக்கிருர்.

Sri MOHAMED RAZA KHAN : Will the Handloom Export Promotion Council be a purely advisory body or a non-official body or a body with a combination of both the characteristics?

The Hon. Sri R. VENKATARAMAN : This is a part of the State Trading Corporation. This is an office and the location of the office is made in Madras. Actually the Board which the hon. Member contemplates is one which functions from Bombay.

Sri V. V. RAMASWAMI : இந்தப் புதிய அலுவலகத்தின் நோக்கம் என்ன ?

The Hon. Sri R. VENKATARAMAN : வெளிநாடுகளுக்குத் துணிகளை எற்றுமதி செய்யும் விஷயத்தில், எந்தெந்த ஊர்களுக்கு எற்றுமதி செய்ய முடியும் என்றெல்லாம் பார்த்து, அதற்கான ஒப்பந்தங்கள் முதலியவைகளைச் செய்வதற்காக இந்த அலுவலகம் அமைக்கப்பட்டிருக்கிறது.

Sri V. V. RAMASWAMI : சரியான தரமுள்ள சரக்குகளைத் தேர்ந்தெடுத்து அவைகளை வெளிநாடுகளுக்கு எற்றுமதி செய்து, நம் நாட்டின் நல்ல பெயரைக் கெடாதபடி பார்த்துக்கொள்வதற்கு இந்த அலுவலகத்திற்கு அதிகாரம் உண்டா ?

The Hon. Sri R. VENKATARAMAN : அதிகாரம் உண்டு.

Sri MOHAMED RAZA KHAN : I am sorry I did not make the Hon. Minister understand the question or he failed to understand it. However, I put it again. Is it the idea to have a sort of

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Handloom Board—it is already in existence—or to have an Export Promotion Council for Madras State?

THE HON. SRI R. VENKATARAMAN : It is neither. In fact, there is a separate All-India Handloom Board which also looks to the export of these goods. But this is only a part of the State Trading Corporation which tries to sell handloom goods and its office is located in Madras.

SRI T. PURUSHOTHAM : Is there any proposal to organize handloom emporia in the United States of America, Africa, etc., for marketing of our handloom goods?

THE HON. SRI R. VENKATARAMAN : Efforts are being made to sell as much as possible handloom goods in foreign countries, and the new countries which are now being explored are the United States and so on. But the decision whether there would be an emporium or not is a matter of detail and I am unable to answer it.

SRI T. PURUSHOTHAM : Has any survey been conducted to explore the possibilities of marketing our handloom goods in these places?

THE HON. SRI R. VENKATARAMAN : A market survey is not generally made when you are trying to explore the market. What is wanted when you want to have a market survey is to have a certain amount of sales in a particular country, the tastes of the country and then form a decision as to what kind of goods could be sold. But even before we know whether our goods will sell in certain places, there is no point in having a market survey.

Sri Mohamed Raza Khan and Sri T. Purushotham rose.

SRI MOHAMED RAZA KHAN : Sir, you have to decide who should put the question. Sir, we have got a disability as against Sri T. Purushotham because he starts putting a question even while he is sitting whereas we are not able to do it. (Laughter.) Now, Sir, is the Hon. the Minister for Industries aware that in the recent years, unfortunately, we are losing our export market in the various countries and will he agree with me that because of these Handloom Boards or the Emporia, not much has been done as far as the export of the handloom products is concerned?

THE HON. SRI R. VENKATARAMAN : I want to repeat that it is the primary duty of the industry itself to find its market. All that the Government can do is only to assist the industry in finding the market. The main reason for a fall in our export trade is, according to one version, inferiority in goods, a fall in standard, and according to another version, competition from mill goods which are similar to handloom goods and which are sold at a lower price. Therefore, it is very difficult to say what exactly the reason is. It is for the trade to ascertain and see whether their wares sell and where they sell.

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SRI A. M. ALLAPICHAI : Are not handloom goods very popular in our country itself?

THE HON. SRI R. VENKATARAMAN : Yes, Sir.

SRI A. GAJAPATHY NAYAGAR : Was the fall in the export of handloom goods noticed only after the American Mission Report was published?

THE HON. SRI R. VENKATARAMAN : Certainly not.

SRI MOHAMED RAZA KHAN : May I also respectfully repeat and put the same question to the Minister? Apart from the fact that it is the duty of those in the line, businessmen, merchants or weavers, whoever it may be, it is also the duty of the Government to find out the pros and cons and see what are the reasons for us to lose the market in the various countries.

THE HON. SRI R. VENKATARAMAN : Opinions differ and perhaps must.

SRI T. PURUSHOTHAM : May I recall the attention of the Hon. Minister to the supplementary question put by me and the answer given by him and know whether a team of experts would be sent from here to study the special conditions and the possibility of marketing our handloom goods outside this country?

THE HON. SRI R. VENKATARAMAN : That is a suggestion which has been before the Government of India for a long time. But I want to say again that the trade must endeavour to improve the quality and to make the goods cheap. These are the two things that they should try to do if they want to expand their foreign markets.

SRI T. PURUSHOTHAM : Are there any figures to show the quantity of handloom goods that are being sent from our side to the United States of America and other countries?

THE HON. SRI R. VENKATARAMAN : If a separate question is put, I may be able to answer.

SRI V. V. RAMASWAMI : மாநிலக் கைத்தறிச் சங்கத்தினர் சிரத்தை எடுத்துக்கொண்டு வெளிநாடுகளுக்குச் சென்று கைத்தறித் துணிகள் விற்கக்கூடிய இடங்களைப் பார்க்க முன்வந்தால், அவர்களுக்கு அரசியலார் ஊக்கமளிப்பார்களா ?! அவர்களுக்கு வேண்டிய வசதிகளை அரசாங்கத்தார் அளிப்பார்களா ?

THE HON. SRI R. VENKATARAMAN : I am sorry it is a hypothetical question.

SRI MOHAMED RAZA KHAN : Is the Minister for Industries aware that formerly in 1948 or 1950 our exports were from Madras to Pakistan? Now that there are trade talks to go on between

India and Pakistan, will the Madras Government take up the matter with the Central Government and see that this also plays a prominent part and that they arrive at some decision on this matter?

THE HON. SRI R. VENKATARAMAN : Sir, it is wrong to compare the situation in 1948 with that at the present day. Immediately after the War, many countries were not able to produce textiles sufficient for their own consumption and for exports. To-day the difficulty is that every country is producing enough textiles not only for its own local consumption but for export outside. Therefore, it is in competition that there is a little difficulty for our handloom clothes.

SRI M. EHIRAJALU : மாநிலக் கைத்தறிச் சங்கம் சிங்கப் பூர், ஏடன், இந்தோனேஷியா போன்ற இடங்களுக்குக் கைத்தறித் துணிகளை அனுப்பி அங்கே அவைகளை விற்பதற்கு எல்லா ஏற்பாடுகளும் செய்திருப்பது சர்க்காருக்கு தெயுமா ?

THE HON. SRI R. VENKATARAMAN : I think the hon. Member must exchange places with me (laughter) because he receives more information.

Co-operative societies

* 73 *Q.*—SRI V. V. RAMASWAMI : Will the Hon. the Minister for Industries be pleased to state— 3-10 p.m.

(*a*) whether the Registrar of Co-operative Societies has submitted to Government any scheme to bring the entire cultivating population in the villages within the fold of co-operative societies; and

(*b*) if so, the decision taken by the Government thereon?

THE HON. SRI R. VENKATARAMAN : (*a*) & (*b*) The Government are considering the question and no final decision has been taken.

SRI V. V. RAMASWAMI : விவசாயத்தைக் கூட்டுறவுச் சங்கங்கள் மூலம் செய்ய அரசாங்கம் உத்தேசித்திருப்பதாகத் தெரிகிறது. எல்லா விவசாயிகளும் கட்டாயமாக அந்தக் கூட்டுறவுச் சங்கங்களில் அங்கத்தினர்களாகச் சேர வேண்டுமா அல்லது உச்ச வரம்பு கட்டிய பிறகு, மீதியிருக்கும் நிலங்களைச் சேர்த்துக் கூட்டுறவு, சங்கங்களாக அமைத்து, அவற்றின் சொந்தக்காரர்களை வைத்து நடத்த உத்தேசமா ?

THE HON. SRI R. VENKATARAMAN : திட்டமே இன்னும் உருவாகவில்லை.

SRI M. ETHIRAJALU : இந்தக் கேள்வியில் " to bring the entire cultivating population in the villages within the fold of co-operative societies " என்றிருக்கிறது. அது நடக்கிற பகுதிகளில் இருக்கக்கூடிய எல்லா விவசாயிகளையும் அதில் சேர்த்துக்கொள்ள முடியுமா, முடியாதா என்று அறிய விரும்புகிறேன்.

THE HON. SRI R. VENKATARAMAN : நாஷனல் டெவலப்மெண்ட் கௌன்சிலில் இந்தமாதிரிக் கோவாப்பரேடிங் கல்டிவேஷன் சம்பந்தமாக எல்லாத் துறையிலும் இருக்கிறவர்களைக் கோவாப்ப